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College Stores Help Students Save on Course Materials

FOR IMMEDIATE RELEASE

January 26, 2010 (OBERLIN, OHIO) – With the latest [OnCampus Research](#) Student Watch™ survey finding that students estimate spending \$667 each year on required course materials, college stores around the country are consistently doing their part to save students money. Funding scholarships, employing students, and educating students and their parents about [textbook tax credits](#) are among the many ways college stores around the nation are helping students to be successful through providing affordable course material choices.

Here are some specific examples from a survey of its members conducted by the [National Association of College Stores](#) (NACS):

Buyback – Most college stores do their best to promote a strong used book market through aggressive buyback policies. Over 95% of **Cornell** students receive personalized e-mails during buyback season. As a result, the store nearly doubled its supply of used books over two years, allowing them to resell used books for even less.

Likewise, the **University of Connecticut** bookstore has recently launched a buyback web site that informs students how many books the store will be buying and at what price. Combined with other programs, UConn Co-op estimates that it saves its students about \$3.6 million annually on textbooks.

Some stores, such as that at **California State University-Fullerton**, have guaranteed buyback programs to increase used book stock and put a little extra cash in student pockets.

Price Matching –George Fox University, Weber State University and California State-Fullerton are just a few of the stores nationwide that participate in these programs, which practically guarantee students the lowest price.

Creative Concepts – Washington University bookstore hands out \$20 bills at random times throughout the year, the **University of Illinois-Champaign** store helps match used book sellers with buyers, and the **University of Arkansas** saved students more than \$500,000 over two years by discounting books the day before classes begin.

Textbook Rentals – Stores like those at **San Mateo (Calif.) Community College** are saving students money through textbook rental programs. The San Mateo Community College store estimates saving participating students \$79,000 in two years.

To dispel several myths about buying textbooks, go to:

http://www.nacs.org/public/nacs/press_releases/011310-Myths2010.pdf

About NACS

Headquartered in Oberlin, Ohio, the [National Association of College Stores](http://www.nacs.org) (NACS) is the professional trade association representing more than 3,100 collegiate retailers. NACS member stores serve America's college students while supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

About OnCampus Research

[OnCampus Research](#), is the research division of the National Association of College Stores (NACS). It offers satisfaction survey services, student focus groups and surveys, and customized market research about the college store industry. Through direct access and work with NACS college retail stores, it is the expert on the college student market.

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